



NATO Veterans Organization of Canada Organisation canadienne des vétérans de l'OTAN

A Voice for today's Veterans ~ Une voix pour les vétérans d'aujourd'hui

BOARD OF DIRECTORS MEETING MINUTES 30 March 2015

Present

Gord Jenkins, Jarrott Holtzhauer, Wayne Douglas, Ken Richardson, Percy Price, John Stuart, Doug Brunton, Gary Pollock, Nick Ward, Ivan Fenton

The meeting began with the opening invocation.

Approval of Agenda – Moved Gary P., seconded Doug B., carried

Approval of Minutes of February 23 meeting – Moved, Gary P., seconded Ivan F., Carried.

President's opening remarks - Gord Jenkins

- Minister will not be here as there is another announcement today and the Minister has to be at the media room for the event. Following the event, there will be a briefing to the Media and Veterans' organizations.
- To date, including today's announcement, all but one of NVOC priorities will have been covered by the latest series of announcements. The remaining item from this first priority list is the need for a reaffirmation of the Sacred Covenant.
- Discussed pros and cons of NVOC members attending announcements. While a show of solidarity may be a good thing, the short time line between the arrival of an invitation to attend and the actual scheduled announcements make it difficult to attend. In addition, it was agreed that NVOC would stay the course of acknowledging the governmental efforts after the fact but not attend the event, itself.
- Stakeholders' meeting in Ottawa on 13 April. Call is out for one person per group to attend (a change from the two attendees at previous meetings); as yet, no call for agenda items. No indication as to which groups will be/have been invited. Moderate Presidents will conduct their accustomed pre-meeting on the evening of the 12th.

- Veterans Consultation Assembly Meeting - the Legion has announced a meeting at Legion House 25 April. This meeting will provide a platform for discussion of the “way ahead” for advocacy, given what has happened and what continues to be required.

Vice President’s Remarks - Jarrott Holtzhauer

- Reminder that the GM will be held in October - it is never too late to start the planning/development process.
- For the GM, voting will have to come from the members, as individuals (and not from Regional organizations). Their input will go to John Coulombe, as he represents a secretary, independent from the Board.
- Jarrott, Doug and Wayne were tasked to review the GM process and any required amendments and provide the Board with recommendations for an approach for this year's meeting.
- Will have to produce a "snail mail out" to cover those who have no email connectivity.

Strategy Group – Ivan Fenton.

- Nothing to Report

Administration Group

- Regions – Doug Brunton. See attachments
 - o Doug will draft a letter of congratulations for Sergeant Grant Philpott for the President's signature.
 - o Unit 5 report led to a discussion on whether or not NVOC should commemorate the founding of NATO - this year being the 66th anniversary. For this year, the Director of Communications will provide commemorative input for the Website.
 - o Doug thanked the members of his committee for their input and indicated that he was about half way through calls to unit chairs, phase one of the process. To date, reaction has been positive and supportive.
 - o Feedback indicated that there are some 4500 Ranges scattered across the north. They could provide a new group for attraction to NVOC membership. Ivan is investigating whether or not Rangers receive benefits similar to other Reserve veterans. No answers, to date. [Secretarial Note: following the meeting, word

was received that indicated that as the Rangers are classified as part of the Reserve Force, they receive the same benefits and other Reservists.]

- o Gary provided a report on the differences between a unit and area. This is to simplify explanations to someone who may want to form an NVOC associated group. (See attachment)
- Membership - Gary Pollock
 - o Gary provided some thoughts on membership; the main points follow:
 - o Membership is actually broken into two functions: recruiting and renewal.
 - o Gary provided an update on recruiting and renewal efforts, to date.
 - o He indicated that the next target group should be the Regimental Organizations - need to identify them, gather their coordinates, and draft material to send out. This material must provide information on NVOC and stress its advocacy role. It must also convey the fact that, because of its terms of reference, NVOC will not be in competition with the associations.
 - Follow-on discussion indicated that these organizations would be worth approaching as most do not advocate for Veterans but simply exist as social and/or professional organizations. As well, many are reaching stages where they are considering disbandment; NVOC may well offer a welcome replacement.
 - o Another item for consideration is the offering of a "first-year-free membership" to those departing the Canadian Armed Forces.
 - o As all material has to be bilingual, current volunteer translation capability will be challenged, as our output grows. We have to find a way to spread this effort out.
 - o Welcome letter for new members - new members get current press releases and other pertinent information. The question for consideration is: How should we move this forward - personal letter or pro-forma letter?
 - o Recruitment of personnel residing in the US is another area that requires consideration. The website has been modified to accept addresses from the US. WRT US citizens who wish to become members - have to consider approach for those who actually served in the Canadian Armed Forces or Canadian Reserves and for those who wish to join but served in neither.

- o Website discussion indicated that a small group from the Board should control website content - suggestion was made for the group to be composed of the President, the Communications Director and the Membership Director.
 - It was agreed that this site would become an important tool for all NVOC functions and that its improvement will have to be top priority. As well, it has to be made bilingual or at least partially bilingual. (Jarrott indicated that he may have a line of an additional translation source but the first requirement will be to solidify the content.) The aim will be to work the site and build up bilingual content over time.
- o Mark and Gord are contacting local members to see if any will consider becoming the NVOC Recruiting Director.
- Honours and Awards – John Stewart
 - o VAC people and processes related to Honours and Awards are in a state of flux - until they are sorted, we have been asked for patience.
 - o John will look into criteria for the provision of a NVOC Award.
 - o John has developed a list of all those who died while serving NATO. This list will be added to the Webpage. Consideration will be given to other lists to be added at a later date.

Communications Group – Nick Ward

- Nick indicated that the production of a quarterly newsletter was under consideration. It would be posted online and mailed out, by exception. The last one of the year could be an annual roundup of NVOC activities. This was mentioned as an item for Board consideration, pending the communications way ahead, to be presented at a future meeting.
- Communications will have to include coordination activities to ensure that local communications match those flowing from NVOC headquarters
- Working towards providing a communications plan for the next meeting. Approach is one of maximizing resources while realizing we are all volunteers. It is not meant to compete with or match the efforts of the government or the Legion, who both have committed, professional staff. The plan is meant to cover both internal and external communications.

- Working on the issue of streamlining the press release process to be more responsive to the need.

Advocacy Group – Tud Kaulbach

- No additional points from initial comments.

Treasurer Report – Ken Richardson

- Ken provided the financial report - see attachment.
- T2 tax form has been sent into the government, as required.
- Bob Hart has the books for audit.
- Reminder that we do have Directors' insurance.
- Smarty Pants must be retained as NVOC acquired its Domain Name from this organization. To ensure that our site does not go down as happened recently, periodic payments are required. Mike will be approached to ensure a consistent billing system from Smarty Pants.
- That the report be accepted. **Moved Ken R., Second Jarrott H. Carried.**

Secretary Report – Wayne Douglas

- McRae Statue Unveiling: to date, Mark Paine has indicated that he would be one of the NVOC representatives, if no one else offers.
- Equitas requested comment/input on the proposed “Canadian Military Covenant” and the “Veterans Bill of Rights” (links to the web versions were sent out some time ago). Wayne was asked to consolidate any Board input. None has been offered.
- Wayne indicated that he had been approached to review and update NVOC Policies and Procedures. He has begun the process but it will take some time. Rather than send out one large mailing, as items are updated, they will be circulated for Board input. Should Board members want copies of current versions so that they can provide early input, please let Wayne know.
Secretarial Note: Current versions include:

- o NVOC Policies and Procedures Handbook 2011 (largely Terms of Reference)
- o NVOC Dress Regulation Policy, 26 Nov 2011
- o NVOC Privacy Policy, 1 Jan 2011
- o NVOC Voting Policy [AGM] Draft, Sept 2011

- o NVOC Financial Approval Levels and Budgeting, 24 March 2011
- o NVOC Dues Structure
- o NVOC Public Relations Guidelines, 29 Jan 2011
- o NVOC Communications Policy, 7 Jan 2013
- o NVOC Internal E-mail Policy, 4 Feb 2013
- o NVOC Social Media Policy, 4 Feb 2013
- o NVOC Comms Policy (different from the one above)
- o NVOC By Laws 3 Dec 2013

- o The website also has/had policies on AGM Voting, Dress Regulations, Honourary Members, and Requirements to Set Up a NATO Unit. (I believe these have been removed, but I saved a copy, prior to their removal.)

New Business

- Nil

President's Remarks – no additional points.

Next Meeting – The next meeting will be Monday, 27 April; same place and time.

Adjournment – Ken R. moved the meeting be adjourned.

Wayne Douglas, Secretary